



MERIT
ULTRA LIGHTS

VIRGINIA SLIMS

Parliament
Lights

Low Tar Low Nicotine

It's time to throw away the old "I'll pay my own tab" attitude. Merit, Virginia Slims, Virginia Slims Lights, Parliament Lights and Parliament Lights "No Tab" cigarettes have a new price structure by FTC method.

We'll even help pick up the tab.

But you don't need a toy or grown to mingle with these prominent names. You just need to RSVP.

So check the brand you prefer on the coupons and survey. Send the survey back, and then keep an eye on your mailbox.

Soon it may start filling up with more money-saving coupons. Special mailings and terrific offers. News of big name events. Even rewards and gifts, all free with pack UPCs.

It's just our way of saying, "Thanks for coming over."

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide

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Printed on recycled paper.

R.S.V.P.

999999999999999
Sample A, Sample
123 Main Street
Anytown, US 12345

Please check the following boxes and return them to the following address:
1. I would like to receive a monthly coupon book.
2. I would like to receive a monthly special offer booklet.
3. I would like to receive a monthly news letter.

Check the brand of your choice.
(Please choose one.)

Benson & Hedges Merit
 Virginia Slims Parliament

Allow four weeks for your first issue to arrive.
Price request is \$3.95.

1. What is your regular brand of cigarettes? Please check one.
2. Do you smoke outside?
3. Do you smoke inside?
4. Do you smoke outside?
5. Do you smoke inside?
6. Do you smoke outside?
7. Do you smoke inside?
8. Do you smoke outside?
9. Do you smoke inside?

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